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PATENT

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Date: 1/3/03

Patti Hespell
Patti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/748,943	FILING DATE 27 DEC 2000	FIRST NAMED INVENTOR FLICKINGER	ATTY. DKT. NO. T721-17
TITLE DELIVERING TARGETED ADVERTISEMENTS TO THE SET-TOP-BOX		ART UNIT 2611	EXAMINER BUI, KIEU OANH T.

Assistant Commissioner for Patents
Washington, DC 20231

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JAN 08 2003
Technology Center 2600

7/1/03
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AMENDMENT

This Amendment is in response to the Office Action mailed October 23, 2002, the due date for responding being January 23, 2003. Please amend the application and consider the following arguments.

In the Claims

Please cancel claims 1-16 without prejudice or disclaimer to the subject matter contained therein. Please add claims 17-36 as follows:

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--17. In a television network environment consisting of a display device and a storage medium, a method for delivering advertisements to subscribers in advance of presentation of the advertisements to the subscribers, the method comprising:

transmitting advertisements to subscribers over an advertisement channel, wherein the advertisements are transmitted at a bandwidth that is less than the bandwidth required to present the advertisements in real time, and are accordingly transmitted in advance of presentation of the advertisements to the subscribers; and